2014-15 College/University Flu Vaccination Challenge

Stefanie DeVita & Courtnay Londo

Progress Update Webinar #2

November 12, 2014



OUTLINE

- Challenge promotion
- Progress update
- 2014-15 flu season update
- Update from schools and partners
- Moving forward



CHALLENGE PROMOTION



CHALLENGE IN THE NEWS

http://www.wilx.com/video?videoid=2963556

Detroit Free Press

Flu shot challenge encourages competition between Michigan schools



(Photo: Mary Schroeder/Detroit Free Press)

The Michigan Department of Community Health has announced it will partner with colleges, universities and several organizations to encourage young adults to get flu vaccinations through a friendly competition.

The department is starting a challenge among school health centers to see which college or university can

get the highest percentage of students vaccinated against the flu this season. Thirteen schools throughout the state are enrolled in the 2014-15 Flu Vaccination Challenge.

According to Michigan Care Improvement Registry data, only about 10% of people 18 to 24 years old were vaccinated during the 2013-14 flu season. The department says several healthy young adults in Michigan die from the flu each year, and a vaccination is the best way to prevent influenza infection.



Michigan colleges try to beat the flu

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By STEVE CARMODY

Thirteen Michigan colleges and universities are trying to get more students to get flu shots this fall.

Angela Minicuci with the Michigan Department of Community Health says college-age students tend to have extremely low influenza vaccination rates.

Only about 10% of people between the ages of 18 and 24 got a flu shot last year.

Last year, a female college student in southeast Michigan died of complications from the flu.



Students walking on the U of M campus. How many have had their flu shot?

Michigan Launches New Flu Vaccination Challenge

Posted: Thu 3:57 PM, Sep 04, 2014

By: Associated Press



LANSING, Mich. (AP) — The Michigan Department of Community Health has announced it will partner with <u>colleges</u> g, universities and several organizations to encourage young adults to get flu vaccinations through friendly competition.

The department is launching a new challenge among school heath centers to see which college or <u>university</u> of can get the highest percentage of students vaccinated against the flu this season. Thirteen schools throughout the state are currently enrolled in the 2014-15 Flu Vaccination Challenge.

According to Michigan Care Improvement Registry <u>data</u> α , only about 10 percent of people ages 18 to 24 were vaccinated during the 2013-14 flu season. The department says several healthy young adults in Michigan die from the flu each year, and a vaccination is the best way to prevent influenza infection.



MGN Online ₪

Polated Links

→ Michigan Department of Community Health



NEWS FROM YOU



Students encouraged to get flu vaccinations

MICHIGAN STATE UNIVERSITY | TODAY

EASTERN MICHIGAN UNIVERSITY

Spread the word, not the flu, and get vaccinated this semester

New grant allows clinic staff to vaccinate up to 50 uninsured students



Robin Kerrigan, Rah, administers a flu vaccine to Eastern's president, Susan Martin. Walting for their turn are student government leaders (from left) Eden Zimak, Adam Reid and Desmond Miller, and Provost and Executive Vice President of Academic and Student Affairs Kim Schatzel. Student leaders are encouraging faculty, staff and students to get a flu shot.



Published: Oct. 27, 2014

MSU IS PARTICIPATING IN MICHIGAN'S FIRST-EVER

COLLEGE FLU VACCINATION CHALLENGE

Contact(s): Kathi Braunlich

Michigan State University is partnering with the Michigan Department of Community Health and 13 other universities to challenge students to get vaccinated against the flu

JOINT LETTERS

- Electronic letters distributed to:
 - Medical, Nursing, Pharmacy, and Public Health Schools
 - University Communications Offices
 - Residence Hall Associations and Student Organizations
 - Pharmacies
- Key points:
 - Challenge goals
 - Enrolled institutions
 - Spread the word! Encourage young adults to take the survey



STATE OF MICHIGAN

BEPARTMENT OF COMMUNITY HEALTH

COMMUNITY HEALTH

COMMUNITY HEALTH

NICK LYON DIRECTOR

October 9 2014

Dear University Communications Office,

The Michigan Department of Community Health (MDCH) is teaming up with colleges and universities this fall to challenge students to get vaccinated against the flu. Your institution's health center has emolled in the challenge and made a commitment to keep students safe from the flu. Please help us to create some noise on your campus about the importance of annual flu vaccination and raise awareness about your school's participation in the 2014-15 Flu Vaccination Challenge.

The 2014-15 Flu Vaccination Challenge is a call-to-action to increase flu vaccination rates among college-aged young adults. Eurolled schools are challenging their students to get vaccinated and report their vaccinations through a self-reported arvery link: www.surveymonkey.com/s/flubstrill. The schools with the highest flu vaccination coverage (percent of student population vaccinated against the flu) will win the challenge, with awards for small, medium, and large-sized institutions.

We have fourteen schools enrolled thus far, including:

Albion College	Kalamazoo College
Aquinas College	Michigan State University
Calvin College	Northwestern Michigan College
Central Michigan University	Oakland University
Eastern Michigan University	Southwestern Michigan College
Grand Valley State University	University of Michigan
Hope College	Wayne State University

Do you see your rival school in this list? If so, now is your opportunity to challenge your enemy for a good cause: protecting students from the flu.

Young and middle-aged adults were hit particularly hard by the 2009 H1N1 virus, which circulated last flu season. Sadly, several healthy, young adults in Michigan died of the flu during the 2013-14 flu season (enclosed is one of those stories).

College/university students are at a unique risk of contracting the flu due to lifestyle factors. Close contact such as dorms, classrooms, public transportation, parties, and sports events make the flu especially easy to spread at college. Further, lack of sleep, not eating healthy, and not exercising regularly can weaken the immune system, making these young adults more vulnerable to the flu. The flu vaccine is the single best way to protect against the flu.

Keep your students healthy, and in class, ready to learn. Take the plunge and join MDCH and your student health center in the 2014-15 Flu Vaccination Challenge today! To find out more about the challenge or to utilize sample press releases, newsletter articles, and social media messages to communicate with your students, visit www.michigan.gov/flu and click on "2014-15 College and University Flu Vaccination Challenge."

Sincerely,

Matthew M. Davis, M.D., M.A.P.P.

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DCH-1272 (09/14)

PRINTED MATERIALS FROM MDCH

- Enrolled schools
- Residence halls and student life groups (limited)
- Pharmacies in the counties of enrolled schools
- Local health departments
- Small stockpile at MDCH available upon request



SOCIAL MEDIA STATS

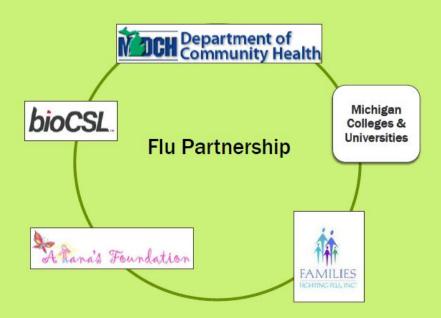
- Official Flu Challenge Hashtags and Accounts:
 - #fluchallenge
 - #fluselfie

Likes	Shares	Comments	Post Ttl Reach	Post Ttl Impressions		Negative users
59	10	3	2,710	5,772	115	3



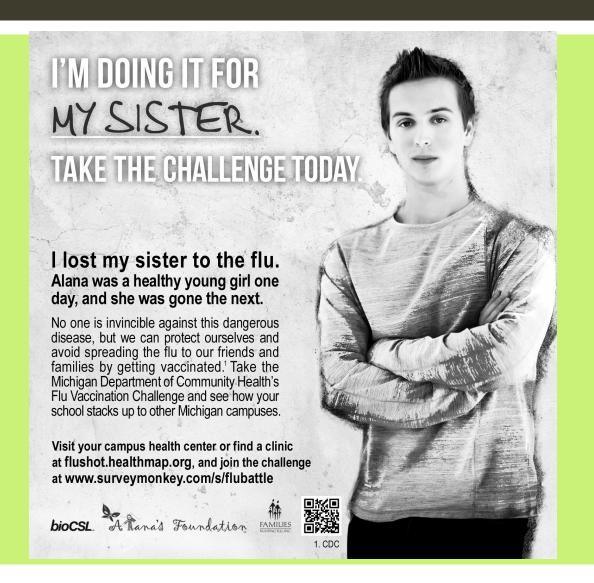
EXTERNAL COLLABORATION

- Social media listening
- Helping increase awareness via print ad, PSA
- Not directly mentioning college flu challenge, but materials can be used by all enrolled schools





PRINT AD - CAMPUS NEWSPAPERS



PRINT AD PLACEMENT

School	Newspaper	Publication Date
Albion College	No response	NA
Aquinas College	The Saint	Nov 19
Calvin College	Chimes	Oct 24
Central Michigan University	Central MI Life	Oct 29
Eastern Michigan University	The Eastern Echo	Oct 27
Grand Valley State University	The Grand Valley Lanthorn	Oct 27
Hope College	The Anchor	NA

PRINT AD PLACEMENT

School	Newspaper	Publication Date
Kalamazoo College	The Index	Oct 29
Michigan State University	The State News	Oct 24
Northwestern Michigan College	White Pine Press	Nov 6
Oakland University	The Oakland Post	Oct 29
Southwestern Michigan College	No advertising	NA
University of Michigan	The Michigan Daily	Oct 27
Wayne State University	The South End	Nov 12

I'M DOING IT FOR MY SISTER.

I lost my sister to the flu.

Alana was healthy one day, and gone the next!

No one is invincible against this

dangerous disease, but we can

protect ourselves and avoid spreading the flu to our friends and families by getting vaccinated. Take the Michigan

Department of Community Health's Flu Vaccination Challenge and see how your school stacks up to other

Visit your campus health center or find a clinic at flushot, healthmap.org.

bioCSL Trans Foundation

Michigan campuses.

and join the challenge at www.surveymonkey.com/s/flubattle

TAKE THE CHALLENGE TODAY



method of training had always of worked for him, though newer vi

"For me, I'm OK with whatev-er," said Keenan. "I just wunt to dent-Athlete Support Services For some of the students on train with a bunch of people and and a peer educator for the Sex npus invested in parkour. have fun. ual Assault and Relationship Vio

see some of the students on compute invested in parknow, the sports is a serious as trains on the control of the sports of the sports is a serious as trains. In this sport of the sports of the sport

(Campus ministries] primarily address(es) our mind whereas something like chapel largely addresses our heart commitment.
Christina de Groot, "Aims Different"

RELIGION

With NCG C showing, an

BY ANTHONY HERTA

Alongside A-list titles such as "Guar Alongside A-last titles such as "Guas Galaxy" and "Gene Girl," "Breaki stands our as the first Mandarin-las shown at NCG Cinema in Lansing. On Oct. 3, NCG Cinema was one o aters in the U.S. to premiere the Chir international relations junior Mirc an email he was excited to see the last lansing.

Lansing.
"I have been in the States for a c "I have been in the States for a c but before this move, I had never so movie that was shown in the States time in mainland China," Gu wrote 'It is definitely a first-time experien The film has been wildly success! During the film's first week in then up Buddies" earned one billion Ch quivalent to \$163 million - making novie in Chinese film history to gro ne billion yuan in its first week, i

one billion yuan in its first wees, the China Daily.

"I was surprised that it was (bein this college town," Gu said. "This mover the news in China because (c

y it was. China Lion, "Breakup Buddies" China Lion, "Breakup Buddies" scoped out potential college towns film in. According to NCG Cinema mi Smith, China Lion may have chose film in Lansing due to the large inter dent population.

Religion and campus ministries differ in purpose

Religion and complus ministrate differe in purpose

BY-ALBEN GOHANN
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Aims different, yet linked | Seminary events inform students

BY CATELYN SOCION

Selven time.

This week Cablis better.

This content is the cablish of t



While both focus on religion, campus ministries and the religion department focus on different parts of Christianity.

comms. Have had student who is an establish agencile, Messlins, every Starthibe on campus in all signs of the start of the

Visit your campus health center or find a clinic

gone the next!

No one is invincible against this dangerous disease, but we can protect ourselves and avoid spreading the flu to our friends and families by getting vaccinated. Take the Michigan Department of Community Health's

Flu Vaccination Challenge and see how your school stacks up to other Michigan campuses.



FRAT RAGE | RICK HALL

Echo Comics

WHY PEOPLE LIKE JOE | JOESPH GILJIM



Sept of the

BUTT OF THE DAY









Monday October 27, 2014



StickyYpsi.com

CLUB SPORTS - INTRAMURAL SPORTS - CAFE You are ALREAD PRO SHOP - FREE GROUP FITNESS CLASSES

TRUEMU RECREATION & INTRAMURALS

a member



center or find a clinic at flushot.healthmap.org. and join the challenge at www.surveymonkey.com/s/flubattle bioCSL There's Families

AFL14-10-5007 10/2014

Conside II ditor: Christine "Chess" Denweeth: | Ennal: consce@westernectic.com





at flushot.healthmap.org, and join the challenge at www.surveymonkey.com/s/flubattle bioCSL Attends Foundation and

Attorney alum urges students to 'get involved'

Live Wiles Dark Drosseles

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TAKE THE REPLIES BY TO MY

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Visit year compact holist center or find a clinic.

a www.maymorhes.come.fl.bable

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gang the next!

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And Miller

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> Trealized early so that the inmedy fast' Miller and, 'Decedown, I are re-mated to help Ning factors, or at least up to belonce out with all the ratible

Trivation in my cases, yes. Walland probed the in the period the feer earth, he throughout contract the site and an action as a recipion become low but worsel, fulfile. Secarce a full-wise employee, such as enturing both parties, so control their about the little year time, we win't wait. I holds had a chance to the 60% a child discounting have the fair und they denote possibilities of a heighter facility, registric.



Transplant Committee to Report Committee for the province. away on the or the series wings that the happen, and their still

and that the armie texts part, and to hadro the treat of their person. They derive of fector cacron one my exercise librar.

Miles will have a recogpassing for Habband Lubrarym. the common with professor and your carps to disc for car.

time in college.

"My time at 401 was noted of the heat to my life," he said. "I encumbed resource to perthe free, but for officers (6.6) or partitivitied in a reduction. ertwis, erstments the end mortifines a rough borner experience.

BUY A PINUP IN THE MONTH OF OCTOBER. 100% OF DONATIONS GO TO BOYS & GIRLS CLUBS OF AMERICA. TO HELP RIDS PLAY ON SPORTS TEAMS, WE ARE DONATING SOV PROMIEVERY BOTTLE WE SELL OF CUR JOICHED WINNING SACICES AND SEASONINGS TO BOYS & GIRLS CLUBS OF APPLICATION. Fire STARREST AND LARS DROVE

28 - October 27, 2014

SPORTSMONDAY COLUMN

What Michigan needs in its new coach

I (Michigan for final crack licaly licks was going to keep his job after this sunce, he meded to best Ohis State and Michigan State. Now that his last chance is

no longer a reality, you can use any number of possible clichis to say thits. Bracky Hoke will not have a job at Michigan next

So who will

The short answer probably not the person you want. There are NPL teaders, former players, hig-school coaches or rising coordinat out there, all capable of loading a storted program total something great once again.

something great once again.

But if you want the
Wolverines to successed, they
may not be in your best intense
Because what Michigan
needs, more than a name or
talent, it someone who can take a crumbiting program and halld it back up from the very

Michigan needs someon who could outmuch one of the Hg Terris best to Mark the sign on y best in Mark Burnonic, instead of leading a transitut looked as if it was unprepared once again. It needs some one who can not only recruit and methrats, but omoone who can put on the hat, arab the whistle and out ers in the best position to

And those proplemty of Idates capable of dots;

Sat that person doesn't need to be the big, prodiga name sparning one promise program for another. It doesn't need to be Jim Harbaugh — a disciple of lie

coordinator from a big-name school. A coordinator

hackground to readers.
It doors't need to be Lee Miles, LSU's ceach, who, dooptie years of Gatabing short can couch us of an SWC champtonship, still has the base for a team to reload overy year. Did you see the scene in Eaton Ecoage on TV during Saturday's gume, when laws reared and realed the field

as his town won? Michigan can't offer that to coaches like Miles, not now at least. So names like Dan Mallen or Miles Caredy, who already have programs they're worked to build, are unlikely to want to start all own.

Birdy Smart. Michigan isn't a great program suffering

through a slump

agyway - or Alabama dolon

Butch Jones. You know Holo was a Michigan man, and you know how that worked not.

The Wolverinos don't need to be limited in their decision.

because of the to the school, they just need someone who can couch better than the guy acress the field. They need someone who can bring a fresh tidea and a new tidea t



havon't faced the pressure of a job in Ann Arbor, or the boos o

too, one fame. They just need to be able to do their job. coach. Shaw. Nor does it need some who has too to the state like mper those. Michigan ten't a great the Salttmore Ravens' John program outliering through a stamp. It's an average tour Harbaugh and Tonnosseo'

with a pair of good years in the past decade. It could get an

The Michigan Daily - michigandally con-

someone who can much, even if you haven't heard of the name and even if that person's biggest pig is at MAC school. It needs a guy tike Marshall's John Holliday or Rass

Carolina's Ruffin McNellL gave who have taken unknowns and

made them better than when they entered. It midd use a

coach like current Wyoming coach Craig Solni, who won the last three FCS National Championships with North

they are great coaches. They developed excreesful program

to work with - they recruited

at schools when they had nothing

to work with — they norminal talent, no divated the players and couched them to be great. Holes came from a small school, but he hadn't frend constituted success title those constitutes have.

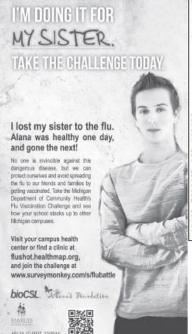
andidates have. The reality Michigan faces

one in which it has only

ts name to fore candidates

Naturally coaches like these

rebuild its program, it needs someone who can do what the provious guy didn't, best Obto State and Michigan State.



Donor purchases shirts calling to fire Brandon

White T-shirts will be distributed to students on Thursday night

DV ALEJANDOO YÜĞDÇA Managing Sports Editor

Lust month, Public Publey about continuing the students' prior dections that 'estracted enter Craig Kaplan stood on momentum against the Athletic students. the steps of University Prostdent Director, according to Kaptan.

Mark Echlissel's fecuse with a "The Mark Schlinste bouns with a "The mappelmen to holp load a protont in fire University Athletic Department Director Dave Brandon. Mose, he's bringing his deducts of the Big Home this fortering, and he wants other Yea are that

students to join him. with the With the help of a "wary Shane Morris giving" donor, he hopes to case, you see distribute 2,000 contorn-made that with distribute 2,000 canker-made that with do you little white 7-brist that read, "No in Breezin to going to support the sam, the tours, the Obborn case," to be Breezin to going to happen?" tourn offsetformers in the Carlos mail, "(Herandon) has Particl the Inspiration behind interested student organizations his priorition emploisity off the Saturday's planted protest to

Michigan isothall team's game his fifth or stath."

against Indiana that the message Since the Septer eff be noticeable on TV. Brancke has made a concerted that currently stands," Kaplan "We support the team. That's offert to improve relation said.

. BAGELS them. Bees Brandon to not the book for them. That's the monage with a Striget post across."

Though the donce proling to student-licket prices. Though the donce proling to student-licket prices. Though the donce proling to St. percent to 2015 for this to sexuals anosymous, Kaplan said, the when we can set many the province produced to season.

But Kaylan and the occlude the donce's option that the more option that the more So rally to fire Brandon. The came too little, too late, and donor was the most vocal that Brandon had made several

> "Dave Brandon is longmaking a short-

"We want to see the best for The biggest move came last thom. Days Brandon to not the Thursday, when he arrayanced

term gain for a now, unco you get out of college, what do you think long-term loss."

strough of the student section—the ability to have a second—ability to have a second—ability to hire the next coach."
to wour the T-drivit to the chance. Unfortunately, he's on—"Louving him in power to

appoint the next ceach will only continue the topic sevirusment

Buy 1 sandwich, get 1 free!



Expires: November 3rd, 2014

energy profits in fraggion of the paint

The distance Place of discolars are part 21

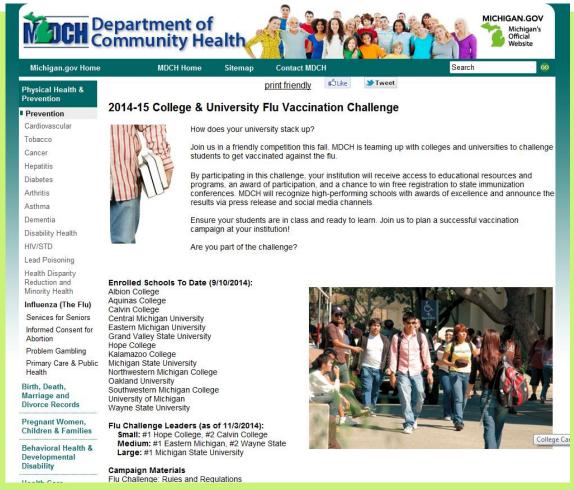
MOM KNOWS BEST PSA

https://www.youtube.com/watch?v=V7yQ3qD-DxI

PROGRESS UPDATE



2014-15 COLLEGE & UNIVERSITY FLU VACCINATION CHALLENGE

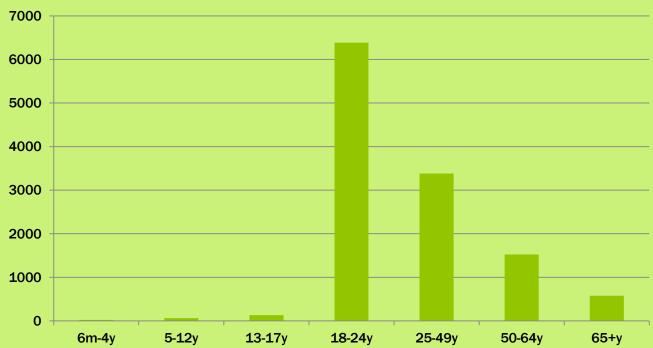


Michigan Department of Community Health www.michigan.gov/flu -> 2014-15 College & University Flu Vaccination Challenge

MICHIGAN CARE IMPROVEMENT REGISTRY (MCIR) DATA

12,086 flu doses administered by "College/University Clinic" + WSU

College/University Clinic Flu Doses by Age Group

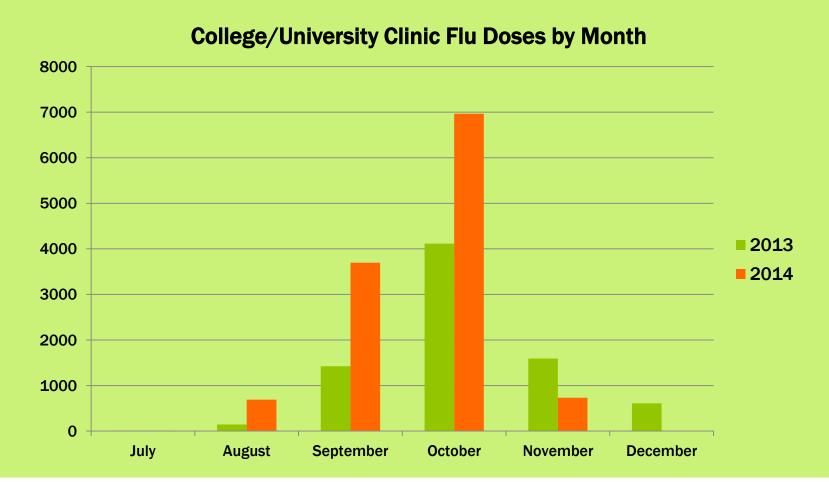


Age range: 1-92 years, average age 31 years, median 23



MICHIGAN CARE IMPROVEMENT REGISTRY (MCIR) DATA

How are we looking this year compared to last year?

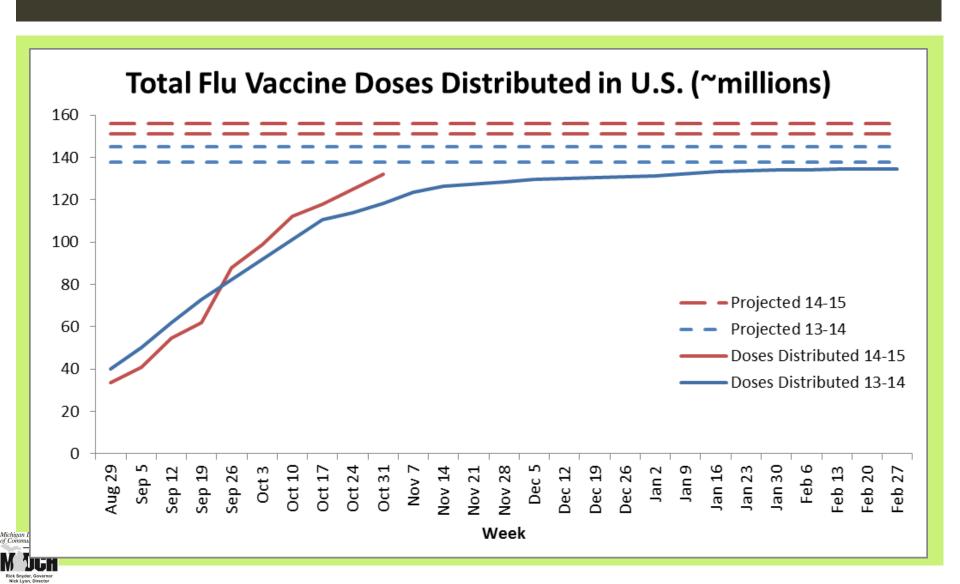




2014-15 FLU SEASON UPDATE



2014-15 FLU VACCINE SUPPLY UPDATE

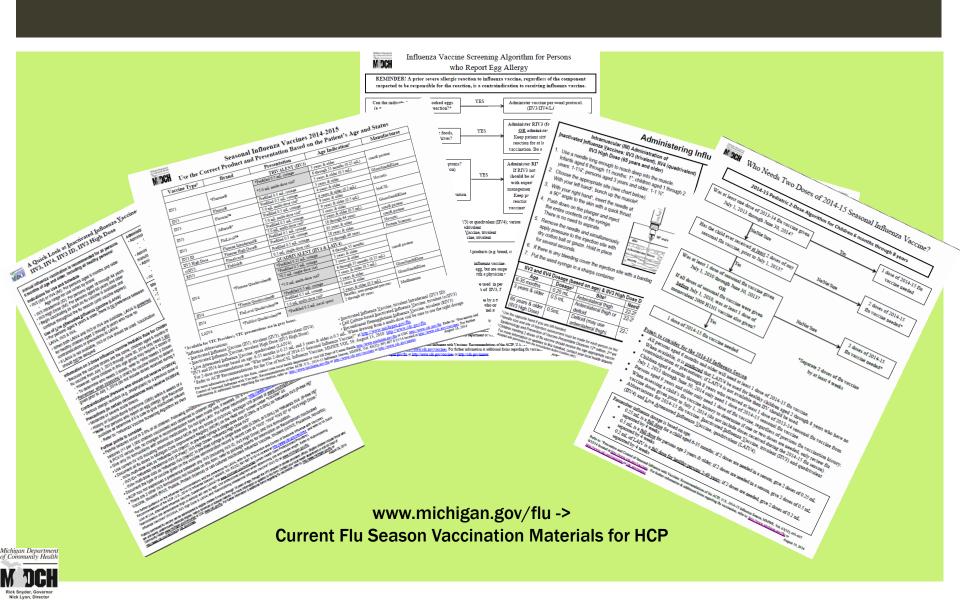


2014-15 FLU VACCINE SUPPLY UPDATE

- CDC November 5 report: 2,605,960 doses distributed to Michigan
- Same week in 2013: 3,214,240 doses distributed (~608,000 more)
- Michigan was seeing same vaccine delays as U.S., doses should catch up soon to where we were this time last season



MDCH 2014-15 FLU HANDOUTS



UPDATES FROM ENROLLED SCHOOLS



MOVING FORWARD



FLU CHALLENGE TIMELINE

December:

- Announce campaign winners during National Influenza Vaccination Week,
 December 7-13, 2014
- January-March: Late-season vaccination push
- March:
 - Announce winner of late-season vaccination push
 - Post-campaign webinar with schools
 - Distribute evaluation survey
- April-May:
 - Assess campaign effectiveness
 - Lessons learned, successes/challenges
 - Improvements for 2015-16
 - Provide feedback to schools



WE ARE HERE FOR YOU!

- Questions/comments/support needed?
 - Stefanie DeVita, <u>DeVitaS1@michigan.gov</u>, 517-335-3385
 - Courtnay Londo, LondoC1@michigan.gov, 517-335-9948



LET THE BEST VACCINATED SCHOOL WIN!

Small







College™







SOUTHWESTERN MICHIGAN COLLEGE

Medium











Large





